**Steering Committee Meeting- 2.1.12**

**In Attendance: Erin, Susan, Dan, Dana, Quentin, Matthew, Nat, Mary Anne, Steve**

It was discussed that June, July and August of 2014 will be business as usual while the Morgan is gone. Admission price will not change.

-Jenny, Dana, Shannon and Dan to review specific events to confirm

-Marketing leading up should focus that the Morgan is away but there are still events happening at Mystic Seaport

More discussion will need to be had to determine when the Stillman Morgan exhibit will open.

-Should it open in when the Morgan returns? Or, should it be open while the Morgan is away?

It was determined that we should charge $5 admission in all ports except New London. This will help sponsors known a concrete amount for underwriting the cost in each port. The goal of charging admission is to offset operation program costs.

-Should admission be free for kids and members?

-Are programs included in the admission or just access to the ship?

-Dana, Shannon, and Nat to put together a strategy for handing port fees and admission

Need to create a Morgan membership: for example, $38 membership for the 38th voyage only.

Need to create a membership strategy for reciprocal admissions and port museums, such as free admission to New Bedford Whaling Museum members.

Tugs:

-Dana, Quentin, and Shannon to approach McCoogan and confirm with Wronwoski

-Want to avoid tug competition by using local tugs

Products:

The 38th Voyage and Spirit of American Enterprise were trademarked for fundraising purposes.

-Mary Anne to hold Trademarking 101 at the next meeting for us

Jenny met with Immigration officials who are happy to let us host a Naturalization Citizenship Ceremony. The ideas of hosting it on Flag Day or the Morgan’s Birthday were raised. The officials will need at least 2 months’ notice.

For the next meeting: Wednesday, 2.15.12 from 2-3:30PM

**Mary Anne to present on product and trademarking**

**Shannon, Dana and Quentin to update on Tugs**

**Nat and Matthew to update on underwriting strategy**

**Dan to give media plan**

**Jenny to discuss summer events already scheduled for 2014**